

Metrics: Measuring Consumer Demand



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Two Issues.....

“Consumers will be Confused by
Metric Information”

“Has there been a National Study?”

Consumer Confusion...?^#!?*



“Consumers have a right to expect that packages will carry reliable and readily useable information about their contents. And those manufacturers whose products are sold have a right to expect that their competitors will be required to adhere to the same standards.”

John F. Kennedy, President of the United States

Consumer Confusion...



Identity

Responsibility

Net Content

Value Comparison – Information that provides accurate and adequate quantity information that permits the buyer to make price and quantity comparisons.

Method of Sale

Unit Price



Consumer Confusion... Today

Identity...

Responsibility...

Net Content ...

Consumer Confusion ... Today

Method of Sale...



Honey Baked Ham

Potting Soil

Steak

Turkey

Cheese Tray

Strawberries

Party Tray

Chocolate

Consumer Confusion ... Today

Unit Price...



Orange Juice

Soap/Detergent

Blueberries

Fresh Fruits and Vegetables

Wine

Ice Tea Mix

National Study...



The world marketplace is a constantly changing environment, and while change or proposed change seems difficult regardless of magnitude, we have the most educated flexible population in the world. Our consumers can adapt and evolve to any variation or modification put before them.

Solution...



Our challenge is to develop guidelines that prevent unfair or deceptive methods of packaging and labeling. Our mission is to work with all interested parties to develop meaningful Method of Sale and Unit Pricing guidelines that would support the Fair Packaging and Labeling Act. The option of metric only labeling would certainly not hinder us in reaching these goals.